

HISC Annual Report

Kaua`i Invasive Species Committee Outreach Report

KISC Outreach: 2010 Highlights

Outreach efforts this year focused on getting tangible educational materials to the community. Enhancing work done by the KISC crew was also achieved by further developing Early Detection materials and ways for the public to help report pests. In an ever-increasing digital age, emphasis was also placed on electronic versions of outreach materials as well as increasing the ease in which it is accessed.

HISC Public Outreach: Measures of Effectiveness

Adoption of Codes of Conduct by businesses:

- KISC has a continuing relationship with the Kaua`i Landscape Industry Council, introducing new members to the Hawai`i Pacific WRA and Voluntary Codes of Conduct.

Track number of print and broadcast media mentions:

- *Reported snake just a kid's toy*, July 4, 2009, *Garden Island Newspaper*
- *It all boils down to water*, September 14, 2009, *Garden Island Newspaper*
- *'Protecting today for tomorrow'*, October 5, 2009, *Garden Island Newspaper*
- *Students Tag Invasive Species*, April 19, 2010, *Garden Island Newspaper*
- (Image and caption), KISC Mongoose model, April 22, 2010, *Garden Island Newspaper*

Number of "hits" on invasive species web page:

- The KISC website has been completely updated this year www.kauaiisc.org. The home page features links to KISC funders and partners.
- Property access permission to remove the invasive species Miconia was streamlined this year with easily accessible online forms for property owners within the known Miconia buffer (<http://www.hawaiiinvasivespecies.org/iscs/kisc/miconiasurvey.html>).
- KISC Early Detection webpage includes current roadside survey reports so that the public can access information as to interesting plant pests found in their neighborhoods (<http://www.hawaiiinvasivespecies.org/iscs/kisc/ed.html>). Also, the new Kaua`i Field guide can be found as a link to the Hawai`i Early Detection Network (<http://www.hawaiiinvasivespecies.org/iscs/kisc/pdfs/kiscfieldguide2010.pdf>) as well as information on attending workshops and reporting pests.
- The KISC public outreach page features printable pest alerts and posters (http://www.hear.org/kisc/kisc_target_species) (<http://www.hear.org/kisc/posters>).
- KISC joined the Facebook network this year gathering 123 fans and posting weekly/monthly updates. This link can also be found on KISC's website.

Number of callers on pest hotline:

- A “Species Response Matrix” was developed and distributed to all KISC partners as well as other agencies that may receive reports of unusual species. This document outlines responding entities by species. The Pest Hotline number was also featured on this document to help decrease response time.
- KISC partnered with PBIN to add Kauaʻi to the Hawaiʻi Early Detection Network, allowing people to report new and suspected invasive species for identification and agency response (www.reportapest.org). This website promotes the pest hotline as well as online and walk-in reporting.

Number of education materials produced:

- Take-away materials and “prizes” are one of the best forms of public outreach. KISC now has an updated Pest Alert on every target species. Pest alerts have also been made for selected Early Detection species discovered on a recent roadside survey. Calling cards, featuring the Pest Hotline are accessible on coqui frog nursery displays. KISC also has a new temporary tattoo for our “weed warrior” kids.
- A Field Guide to the Early Detection of Invasive Plants and Animals on Kauaʻi (51 pages) was published (qty 900) and will be given to Early Detection workshop attendants.
- A coqui replica (1600% larger than an actual coqui) was constructed and displayed inviting people to sign it. This coqui-awareness campaign provided a way to measure outreach efforts regarding the threats that this species pose.
- KISC continues to utilize a taxidermied example of a small Indian mongoose commonly found on neighboring islands.
- “KISC’s Most Unwanted” poster (qty 12) was updated with current target-species. Reduced-sized flyers (qty 100) were given away at events and presentations. (http://www.hawaiiinvasivespecies.org/iscs/kisc/pdfs/kiscposter_mostunwanted201006.pdf)
- “Invasive Species Impacts” poster (qty 15) featuring a map of target-species and their impacts was developed and printed. Reduced-sized flyers (qty 100) were given away at events and presentations. (http://www.hawaiiinvasivespecies.org/iscs/kisc/pdfs/kiscposter_invasivespecies201006.pdf)
- Miconia brochures (qty 510) were delivered to targeted residential audiences (http://www.hear.org/kisc/pdfs/kisc_miconiaflyer.pdf).
- Ivy Gourd brochures (qty 40) were delivered to targeted residential audiences.
- Arundo Pest Alerts (qty 50) were given at events and to targeted landowners.
- Cattail Pest Alerts (qty 50) were given at events and to targeted landowners.
- False Kava Pest Alerts (qty 50) were given at events and to targeted landowners.
- Fountain Grass Pest Alerts (qty 50) were given at events and to targeted landowners.
- Molucca Raspberry Pest Alerts (qty 12) were given at events and to targeted landowners.
- Mules Foot Fern Pest Alerts (qty 12) were given at events and to targeted landowners.
- Pampas Grass Pest Alerts (qty 50) given at events and to targeted landowners.



Taxidermied Indian mongoose

- False Kava informative postcards (qty 100) were given at events and to targeted landowners.
- 643-PEST Bumper stickers (qty 200) were given at events and presentations.
- 643-PEST Key chains (qty 500) featuring the coqui were given away at events and presentations.
- 643-PEST Pens (qty 500) were given away at events and presentations.
- Weed Warrior tattoos (qty 200) were given away at events and presentations.
- Got Coqui? Fly-swatters (with 643-PEST) (qty 500) were given away at events and presentations.
- Coqui Calling Cards (with 643-PEST) (qty 100) were given out at events and presentations.
- Potted Pest Prisoners (live, potted invasive targets) were used as educational displays.



Coqui nursery display

Number of people reached through talks and displays:

- Talks (100 people): Presentations to schools and Rotary Club.
- Plant point-of-purchase coqui outreach is vital in stopping the spread of coqui on Kaua`i. KISC has designed and built a weather-proof display that is featured in the plant area at local nurseries on the island. The best time to inform plant buyers about coqui and how to report them is when they are buying the plants.

Number of invasive species educational programs and community events implemented by staff:

- KISC formed a new partnership with Ele`ele Elementary School beginning a yearly service learning project with 4th grade students. The project includes invasive species education through hands-on experience. The students learned to identify and tag invasive species for removal. A field guide (15 pages) was created to help the students identify the invasive pests on the trail head. This project has inspired additional interest from other Kaua`i elementary schools.
- Early Detection Workshops were implemented this year where participants are trained to identify target ED species and are given an Early Detection Field Guide.
- Displays: Over 4,000 booth visitors at Kaua`i events including Kaua`i Farm Fair, Garden Fair, Arbor Day, Seed Exchanges, Banana Poka Roundup, Kaua`i Community College Earth Day, Agriculture Awareness Day at CTAHR, and Kaua`i Community College Market.
- The Kaua`i Farm Fair is KISC largest event, bringing more than 1300 visitors to the booth. This year's crowd-drawers included the giant coqui public awareness signature

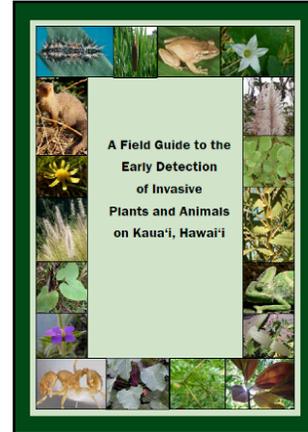


Replica coqui for public awareness campaign

campaign, an informal interactive poll asking if Kaua'i residents if they are adequately informed regarding the threats that invasive species pose to the environment, as well as an Invasive Art Gallery. Children were especially interested in our live captured coqui and stuffed mongoose.

Additional activities that also helped achieve HISC objectives:

- KISC has produced Kaua'i's first Early Detection Field Guide. KISC has joined with the Pacific Basin Information Node (PBIN) to introduce the Hawai'i Early Detection Network to Kaua'i. The Hawai'i Early Detection Network was created to increase public awareness of invasive species and engage communities in the monitoring of their own neighborhoods. This project seeks to engage the public in the early detection of new alien pest and provide them with a system to report their findings. The public can find out how to help protect the environment of Kaua'i by participating in the **Eyes and Ears Team** and attending educational workshops educating them about invasive plants and animals to watch for on Kaua'i. Other types of Early Detection Workshops are geared towards conservation groups and environmental professionals to inform them about early detection species to watch for in the field. The website www.reportapest.org contains information about early detection species and provides a tool to report possible pests on Kaua'i. Reported pests will be identified and forwarded to the correct agency for control or recording.



Kaua'i Field Guide